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Advertising Age

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Reynolds does more for More

R.J. Reynolds Tobacco will support its revamped More Lights 100s brand, which gets a darker cigaret paper and new packaging next month (AA, Aug. 6), with this spread ad, via Leber Katz Partners, New York, scheduled to run in national magazines in October.

Seiko times big ad effort for holidays

By ROBERT RAISSMAN

NEW YORK—The battle for control of the watch market's middle range will intensify this fall when Seiko Time Corp. breaks the largest spot tv and consumer print campaign in its history.

A Seiko spokesman would say only that the campaign will entail multi-million-dollar spending. Leading National Advertisers puts Seiko's 1983 spending at $7.3 million. AC&R Advertising will handle the drive, which breaks in October.

The fall campaign is designed to give authorized Seiko dealers maximum support going into the holiday gift-giving season, said Seiko vp-advertising David Strousse.

From October until Christmas, Seiko commercials will air more than 1,000 times in major markets on cable, news and sports, prime time and spot tv.

Three different tv commercials will be used.

One will be devoted to high-fashion Seiko ladies' watches, another to men's timepieces and a third will emphasize the art of the Lasale Seiko model.

Seiko also has created its largest-ever newspaper campaign. Five dealer-listed page ads are scheduled to run in every major market.

Color page magazine ads in multiple insertions are scheduled for *Esquire, Forbes, Fortune, The New Yorker, Newsweek, People* and

(Continued on Page 2)

Major net tv drive added for Adam

By BRIAN MORAN

WEST HARTFORD, CONN.—Coleco Industries' relaunch of its troubled Adam home computer shifts into high gear Aug. 15 when a new network tv campaign breaks via Ketchum Advertising, New York. The new $20 million-to-$25 million ad effort positions the overhauled Adam as more reliable.

The network tv commercials follow a spot radio and local newspaper campaign that began last June and will have hit 25 markets by summer's end. Coleco earlier introduced the new version of Adam at the Consumer Electronics Show (AA, June 7).

The Adam computer has been plagued with operating failures and returns since it hit the market last October, creating a massive image problem among retailers and consumers. Other problems included higher than expected manufacturing, overhead and research costs.#

at presstime

Universal Wines & spirits picks Eisner

BALTIMORE—Universal Wines & Spirits, a Rockville, Md.-based liquor and food importer, has selected Eisner & Associates here to handle next year's national rollout of three lines. Universal will introduce Bavarian vodka, Cluster de France table wines and Pasta de Italia, a line of imported foods. National introductions for all three lines will be supported by separate broadcast and print campaigns. Ad spending for Pasta de Italia may hit $1.5 million. Budgets for the other items remain undisclosed. Eisner is the first agency of record for the new offerings.

Tiki Tan names Wolff Whitehill as agency

NEW YORK—Tiki Tan Sun Products, Ormand Beach, Fla., has named Wolff Whitehill, New York, as the first agency of record for its $500,000-plus account. The company is expanding from the Southeast into the Northeast (AA, July 12). No previous agency of record.

(Continued on Page 27)

Miles adds Alka Mints

By LAURIE FREEMAN

Positioning its new Alka Mints as the stomach antacid remedy that "neutralizes more stomach acid than the leading chewable tablet," Miles Laboratories is entering the $640 million antacid category with its Alka-Seltzer effervescent medicine reformulated into a chewable tablet.

The low-sodium, spearmint-flavor tablet is being pitted directly against Tarrytown, N.Y.-based Norcliff-Thayer's Tums tablet,

(Continued on Page 2)

Olympic success breeds 'barn burner' idea

Wolper mulls road show

By DIANE MERMIGAS

David Wolper says the favorable response to the July 28 Olympics opening ceremonies he produced has engendered plans to take a similar flag-waving show on the road.

The hitch will be finding a sponsor—perhaps a national advertiser—to finance a cross-country tour of what Mr. Wolper envisions as "a patriotic barn burner that will touch the American soul.

"The idea has crossed my mind during the past week that I've been preparing for the closing ceremonies," he said in an Aug. 4 telephone interview from his Los Angeles production office.

The closing ceremonies at 7 p.m. (ET) Aug. 12, will be a somber, traditional affair at the outset, with appearances by past marathon greats plus the completion of this year's men's marathon and the awarding of its medals, Mr. Wolper said. Also featured will be a procession of all 7,500 Olympics athletes and the dousing of the Olympic torch.

However, he promises the final half hour will be "one big party" complete with a display of "space technology, laser lights and fireworks" and Lionel Ritchie singing his hit "All Night Long." About 4,000 performers will participate.

"What I'm shooting for in the closing ceremonies is a feeling of international friendship," said Mr. Wolper, who confessed his concern about producing a fitting Olympics encore.

Mr. Wolper said he has received

(Continued on Page 2)

Brazilian election Amazonian ad task

By LAUREL WENTZ

SAO PAULO—If the U.S. presidential candidates think creating a winning image is tough, they should try running for the job in Brazil.

Many of the largest Brazilian-owned ad agencies are throwing themselves into the campaign. But it's no easy job for them either. Shops working for two of the presidential candidates don't want the public to know of their involvement. Many agencies would rather work for a third candidate, but he doesn't have the money to pay for their services.

On the eve of this country's political conventions this weekend, the field has narrowed to three *presidenciaveis*, or potential presidents.

This month, both candidates for the Government party started crash image-building campaigns, extolling their virtues in 30-second tv commercials. Only one of the party's candidates—Paulo Salim Maluf or Mario Andreazza—will survive this weekend's conven-

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Showtime to make pitch on network tv

By SUSAN SPILLMAN

NEW YORK—Showtime, the nation's second-largest pay tv service, will break its first network tv commercials next month, part of an estimated $8 million ad campaign to run through November.

Showtime will run 30-second spots on ABC, CBS and NBC Sept. 10 through Oct. 7. Another flight begins Oct. 22 and runs through Nov. 18.

In total, Showtime will have bought about 637,700 gross ratings points.

The buy also reinforces ABC's recently revamped policy of accepting cable tv commercials.

After three years of discussions, Showtime rival Home Box Office convinced ABC to take its ads in June. Until then, the network had a strict policy banning all cable ads.

The Showtime commercial uses a jingle, "We Make Excitement," a takeoff on the Pointer Sisters' hit song "I'm So Excited."

The jingle is set to a fast-action montage of behind-the-scenes glimpses of Hollywood in action: Lights, cameras and sets being moved.

A rough version of the spot was shown to cable operators at the National Cable Television Assn. meeting in June.

The campaign is J. Walter Thompson USA's first effort since gaining the account from Benton & Bowles this year.

The fall campaign also includes ads in *TV Guide* and other cable guides, as well as network radio, outdoor spots on nine cable networks and on-air promotions.

According to Joanne Black, senior vp-marketing for Showtime/Movie Channel, "We're big enough now that it's time we step out and become a national brand."#

Cable security execs try for antipiracy net

By SUSAN SPILLMAN

NEW YORK—Three former Federal Bureau of Investigation agents now working in the cable tv industry are setting up a national organization to thwart cable piracy. Cable piracy costs the industry an estimated $500 million in revenues.

"We want to combat these pirates the same way they do business, through a well orchestrated network," says Robert Astarita, one of the organizers who recently was hired to direct corporate security for Cablevision Systems, Long Island.

Mr. Astarita and former FBI colleagues Ronald Putman, director of security for General Instrument Corp., and John Janson, corporate director of security for Oak Media, are attempting to set up their group through the National Cable Television Assn. "But if that fails we will do it independently," Mr. Astarita said.

The new group will set up "sting" operations and act as a clearinghouse for information about pirate operations.

"Most of the piracy in this country is controlled by 15 to 20 well organized pirate networks," says Mr. Astarita.#

news summary

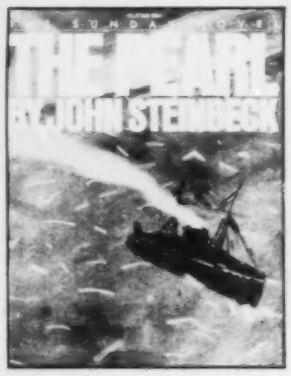
Thursday, August 9, 1984

Parfums de Coeur has offered six new entries in the $100 million body-spray category. The Irresistible Imposters are being promoted this summer in teen-oriented magazines. *See Page 3.*

Businessoft, a new entrant in the business software market, claims to have the answer for executives who don't have the time or vocabulary to construct simple business letters. *See Page 3.*

Sterling Drug's Glenbrook Laboratories has added Nursery Fresh aerosol room deodorizer to the Diaparene line. The item will get tv and print support this fall. *See Page 3.*

Sunday Novel Corp. will begin distribution next month of advertising-supported, full-length novels in five major-market newspapers. *Sunday Novel* is set to run in Chicago, Dallas, Los Angeles, New York and San Francisco. *See Page 3.*



La Prairie, a division of American Cyanamid, hopes a new approach to in-store selling will launch it into a prime position in the $2.6 billion skincare market. *See Page 5.*

Two companies in the personal-computer software field are the latest victims of a market shakeout. *See Page 26.*

DIRECT MARKETING

Advo System, the Hartford, Conn.-based leader in direct-mail advertising distribution, is keeping a watchful eye on Washington. As the U.S. Postal Service considers new rate proposals that will affect Advo system, the company is fighting what it sees as a concerted newspaper-industry effort to put the company out of business by lobbying for substantially higher third-class mail rates. *See Page 8.*

Bose Corp., marketer of audio equipment, last week rolled out the third test mailing in its effort to launch an audio-cassette club targeted at automobile owners. *See Page 8.*

SPECIAL REPORT

While business is flourishing, retailers are developing ways to keep the good times going, such as researching who their customers are and devising competitive positioning strategies. *See Page 11.*

Mass marketers are spending millions of dollars to overhaul their stores, products lines and personalities, and those efforts are having a big effect on the retail marketplace. *See Page 12.*

The retail outlet and the direct-mail catalog enjoy a symbiotic relationship, with each entity bolstering the other by improving sales and market share. *See Page 20.*

REGIONAL REPORT

State fair promoters project the image of livestock shows, apple pie contests, ice shows and music with an array of marketing tactics, including discount admission tickets, promotional tie-ins and multimedia advertising campaigns. *See Page 26.*

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ABC defends coverage

By DIANE MERMIGAS

Roone Arledge, president of ABC News and Sports, pondered the heavy American slant to the network's coverage of the Olympic Games early last week before it became a sore point with the International Olympic Committee.

"If our coverage has appeared one-sided it's because Americans are winning a lot of the medals," Mr. Arledge said during an interview last week. "We have to be cognizant of balancing out the picture, but we also are obliged to report what happens."

Mr. Arledge offered his remarks before the International Olympic Committee, which last weekend criticized ABC's Olympics coverage. The committee complained that the network's coverage was too heavily weighted toward American athletes.

Although ABC offered no official response, spokesmen for the network pointed out that the international committee's criticisms were based on ABC's domestic coverage, which the Los Angeles Olympic Organizing Committee chose to show on closed circuit in the Olympic Village. The 7,500 participating athletes inhabit the village.

Consequently, foreign athletes and staffers have been getting an Americanized view of the games that seemingly excludes a focus on foreign competitors. ABC also produces an international satellite feed that, in the past, was beamed into the Olympic Village.

The international satellite feed is a comprehensive, unedited version of all Olympics competition. It includes no subjective coverage—for example, sportscasters' commentary or profiles of individual athletes. Subscribing foreign broadcasters are free to select portions of the international feed for their own coverage.#

Wolper mulls road show

(Continued from Page 1)

more than 6,000 letters and telegrams from entertainment, advertising, political and sports luminaries congratulating him on the opening show.

He also said he has been inundated with requests to produce such tv events as the Academy Awards ceremony.

Mr. Wolper said the opening ceremonies—which, with a 29.5 rating and 55% share of the national tv audience so far outrank all Olympics competition coverage—was "the emotional, inspirational spectacle" he hoped for.

He was pleasantly surprised by such spontaneity as performers and spectators in the Los Angeles Coliseum joining hands during the music number "Reach Out and Touch Somebody's Hand" and by athletes who danced on the field at the end.

"I think the opening ceremonies provided the enormous surge of interest and patriotism which have contributed to the very high ratings the events have been getting," Mr. Wolper said.

National and overnight Olympics ratings remain strong. The first nine nights of ABC's Olympics coverage have averaged 23.8/45 nationally. However, the latest national statistics released Aug. 7 by A.C. Nielsen Co. showed prime time viewing of the Olympics peaked Aug. 5 with a 25.2/47. Daytime viewing also peaked Aug. 5 with 16.1/44 in Nielsen's eight overnight metered markets.

Mr. Wolper believes the opening ceremonies will have an impact on creative trends in future advertising and entertainment as well. "I think we'll see other producers and advertisers integrating more Americana and emotion into their work simply because they were reminded just how effective those elements can be," he said.

Mr. Wolper, a 35-year veteran of such tv productions as "Roots" and "The Thorn Birds," said he considers the opening and closing Olympics ceremonies "the most overpowering way I've ever been able to touch so many people at one time."

His future tv projects for ABC will include the 18-hour miniseries "The North and the South," and eight-hour versions of Homer's "Odyssey" and "Napoleon and Josephine."

Like others participating in the opening and closing ceremonies, which will cost $7 million, Mr. Wolper has volunteered his services and time.#

MenJ sets home diagnostic

By NANCY GIGES

PHILADELPHIA—SmithKline Beckman Corp. hopes to establish a home diagnostics business through its Menley & James consumer products division.

The division is introducing its first home diagnostic, Hemoccult, which detects hidden blood in the stool that is often an early sign of serious colorectal diseases.

The product, which joins C.B. Fleet's Detecatest (AA, Sept. 12) on the over-the-counter shelves, will get consumer and medical advertising this fall.

According to SmithKline, the kit, which will retail for between $6.50 and $7.50, is a self-test version of Hemoccult II, another SmithKline product marketed only to medical professionals.

Consumer media will include magazines, Sunday supplements and cable tv, via BBDO. The company is handling trade and medical advertising internally.

A company spokeswoman said SmithKline hopes to expand in the home diagnostic area, but she was unaware of other new products.#

Seiko effort

(Continued from Page 1)

Sports Illustrated.

Both Citizen Watch Co. of America, Lyndhurst, N.J., and Pulsar Time, Mahwah, N.J., also plan to increase advertising to gain a share of the midprice market.

Citizen tried network tv earlier this year for the first time via Levine, Huntley, Schmidt & Beaver. Looking for a new creative approach, Pulsar moved its $9 million account from Sawdon & Bess to Ammirati & Puris (AA, July 23).#

Alka Mints

(Continued from Page 1)

the category's No. 1 brand.

A $4 million advertising campaign from Miles, Elkhart, Ind., is set to break in late autumn, with network tv spots and print ads in leading consumer magazines. The magazine ads will include offers for free sample packages of 12 Alka Mint tablets. A direct-mail campaign will send out 14 million samples of the chewable tablets, and samples will be included with regular Alka-Seltzer products.

A freestanding newspaper insert is scheduled for Nov. 18.

McCann-Erickson, New York, is agency for Alka Mints.#

Special Report

Jeffrey Toth

Expanding customer base on shopping list

By Cecelia Reed

Recent headlines in newspapers and trade publications about the retail industry could have been printed in rosy ink, but black wasn't too far off the mark. Sales for most retail businesses this year have been strong as consumers continue to rediscover the art of shopping and spending.

The unvoiced question, of course, is how much longer will the good times last?

It wasn't that long ago when retailers were shaken to their bottom lines by the surge of off-price retailers. The uncertain economy was the impetus for bargain hunting, but the pursuit of good prices—coupled with good quality merchandise—is a consumer imperative that's here to stay, according to most industry observers.

The off-price threat caused many retailers to lose a lot of sleep last year, and much spleen was vented toward suppliers who sold to off-price establishments. But angry denunciations didn't change marketplace realities. Along with the deep discounters has come the growth of specialty stores, Toys 'R' Us and The Limited for example, which successfully have siphoned off traditional department store customers. Other retail forms membership warehouse stores and catalog showrooms, such as are also providing alternatives to consumers.

Survival of the smartest—the smartest marketers and merchandisers, that is—is the name of the retail game for now and the future. Those who understand how to best serve their customers and how to market themselves to appeal to even a broader buying segment, will maintain a toehold in the shifting retail firmament.

Retailers must become more aware of who their competition really is, and why their customers shop where they do.

"Up until the last five years, all retailers had to do was build another store," says Lynn Pregont, retail marketing manager with WLS-TV, the ABC-owned station in Chicago. Putting up another outlet, then, was considered growth. "But with the shift in the economy, the focus itself shifted from new site development to increased productivity in *existing* stores. It became necessary to maintain share of market.

"In 1984, productivity is the key," Ms. Pregont says. "Retailers are going to have to become more introspective, to examine their internal share of market as well. Is the customer who is buying your dresses also buying your shoes? And how are you getting them to spend more in your store?"

Retailers are using research techniques to get a better reading of who their customers are—and what kind of shopping environment they seek.

More and more stores are overhauling their merchandise mix and even their physical makeup to better target their desired market.

The mass merchandisers, in particular, aggressively are pursuing a more affluent shopper with upgraded private-label and name-brand products while weeding out the lines that recall their former, lower-end days.

Developing a competitive positioning strategy is vital to retailers. Raenette Stimmel, senior consulting associate, Management Horizons, Columbus, O., says, "Most retailers tend to react to all competitive pressures. They try to be all things to all people. They must develop a specific marketing strategy and merchandising strategy."

She stresses that identifying customers is half the puzzle for retailers; it's necessary to find out why they shop the competition as well.

The need to be different in an over-stored environment, to rekindle consumers' eroding store loyalty and, above all, to lay the groundwork for future growth, should be major preoccupations in retailers' minds today. Tomorrow comes all too quickly.

Cecelia Reed, a senior ed. of Advertising Age, *coordinated this Special Report.*